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I. EXECUTIVE SUMMARY

Project Filter, Idaho's Tobacco Prevention and Control Program, is seeking \$500,000 from the Millennium Income Fund Committee to complete our \$1,065,000 counter-marketing budget. Project Filter will use these funds to develop, promote and execute cost-effective counter-marketing campaigns across Idaho. In addition to the comprehensive program, Project Filter will conduct a complete evaluation to measure the impact of the campaigns on the target audience.

Project Filter's counter-marketing campaigns aim to counter pro-tobacco influences in Idaho through a wide range of evidence-based efforts including: advertising on television, radio, print and billboards; public relations through high visibility at community events and media advocacy; reducing or replacing tobacco industry sponsorship and promotions; and social norming, which is a strategy that aims to model and promote healthy behaviors. This evidence-based, data-driven process is supported by the Centers for Disease Control and Prevention (CDC) and is proven to be a cost-effective method of achieving large-scale positive results. These combined strategies will include a variety of messages on protection from secondhand smoke, preventing initiation, and promotion of free cessation resources. The collective approach will contribute to a tobacco-free social norm both in environments frequented by populations with high smoking rates and in local communities.

Based on previous independent evaluations of Project Filter's counter-marketing efforts, it is anticipated that over 700,000 of Idaho's young adults and adults will be exposed to Project Filter television ads and/or Project Filter messages on the radio. These messages will be delivered statewide and will strive to influence all Idahoans who currently use tobacco or are at risk for initiating tobacco use.

Project Filter counter-marketing campaigns specifically target populations with disproportionately high smoking rates and populations with the greatest risk for tobacco use. The percentage of current adult smokers in Idaho is 17.9% (2005 Behavioral Risk Factor Surveillance System - BRFSS). The current youth smoking rate is 15.8% according to the 2005 Youth Risk Behavior Surveillance System (YRBSS). Project Filter's priority populations are:

- *Low-socio economic status (Low-SES)*: According to the 2005 BRFSS smoking among Low-SES is 34.3%.
- *Native Americans*: Commercial tobacco use among Native Americans is 29.3% according to 2005 BRFSS. Individual data from Tribes in Idaho indicate a commercial tobacco use prevalence closer to 40%. Native Americans are highly targeted by tobacco industry marketing efforts.
- *Lesbian, gay, bisexual or transgender (LGBT)*: A 2004 Idaho health assessment of this population indicated smoking rates more than two times the general population. (33% Lesbian, 37.7% Gay, 37.7% Transgender). LGBT are both highly targeted by tobacco industry marketing efforts and have a strong social norm of smoking. Research indicates that LGBT respond well to specifically targeted messages.

II. PROPOSAL

A. Organizational Background

Project Filter has been in existence since 1994. The program is housed within the Bureau of Community and Environmental Health, Division of Health, Idaho Department of Health and Welfare. Consistent with the National Tobacco Control Program's objectives, the four primary goals of Project Filter are to: 1.) Eliminate exposure to environmental tobacco smoke (ETS); 2.) Promote quitting among adults and youth; 3.) Prevent initiation among youth; and 4.) Identify and eliminate tobacco-related disparities among population groups. This is accomplished through a comprehensive multi-faceted approach as recommended by National Best Practices and CDC. This includes population-based community interventions, counter-marketing, program policy/regulation, and surveillance and evaluation. The mix of strategies are implemented both statewide through the state office and locally through

community contracts monitored by Project Filter. Project Filter ensures that strategies developed strive to be evidence-based, culturally appropriate and cost-effective.

During fiscal year 2005, Project Filter's counter-marketing efforts accomplished the following:

- Over 500,000 Idaho adults were exposed to Project Filter television ads
- Project Filter ads reach the target market – 64% of current smokers in Idaho reported seeing at least one of the four Project Filter ads aired
- An estimated 125,000 Idaho adults saw others use or wear Project Filter gear, and nearly 350,000 indicated they would use or wear something with the Project Filter logo and messaging

Among those young adults aged 18 to 24 who saw Project Filter ads:

- 93% believed the Project Filter TV ad messages
- 90% thought it was a good idea to use television advertising to remind “people my age” about the dangers of tobacco use
- 76% believed the primary message – “people my age” are targets of intense marketing by tobacco companies
- Nearly two-thirds thought Project Filter ads were effective in discouraging people from using tobacco products

Currently, the Project Filter counter-marketing program is running television commercials produced two years ago and, due to a lack of funding, only running a few months out of the year. Many of Project Filter's efforts (sponsorships, smokefree events, QuitNet/QuitLine promotion) take place in the more populated areas of Idaho as current funding levels do not allow for statewide saturation with anti-tobacco messages. Project Filter's 2005 accomplishments include an increase in QuitNet/QuitLine users, a smokefree day at the Western Idaho Fair, partnership building with venues that attract tobacco users such as Meridian Raceway and Firebird Raceway, among many others.

Project Filter employs seven full and part-time staff. Staff titles and primary responsibilities are listed below.

- Jack Miller, MHE, Program Manager: Mr. Miller oversees the day to day operations of Respiratory Health programs and determines the focus and direction of program activities.
- Ingrid Bolen, MS, Marketing Specialist: Ms. Bolen oversees the day-to-day media and marketing activities of Project Filter ensuring that all counter-marketing messaging/activities are appropriate for the selected target audience.
- Joseph Pollard, BS, Surveillance and Evaluation Specialist: Mr. Pollard works with Project Filter to identify priority populations, develop program goals, objectives and outcomes to measure the impact of program efforts.
- Jamie Delavan, BA, Program Specialist, Cultural Liaison: Ms. Delavan oversees contracts and partnerships with health disparate populations and ensures that messages are culturally and linguistically appropriate in delivery.
- Ivie Smart, MHE, Program Specialist: Ms. Smart assists in the delivery of the program, conducts research on appropriate language and content to be used in program materials.
- Rachell Grounds, MBA, Health Education Specialist: Ms. Grounds assists in the delivery of the program, conducts research on appropriate materials for message development and coordinates social marketing campaigns.
- Deanna Jarvis, Administrative Assistant: Ms. Jarvis assists the Program Manager with budget monitoring. Ms. Jarvis ensures that invoices are properly coded, on time, and complete in the description of services rendered to the program.

Project Filter is primarily funded through a cooperative agreement with the Office of Smoking and Health (OSH) through CDC. Supplemental funding, also from CDC, assists with expenses incurred for the maintenance and promotion of Idaho's QuitLine and QuitNet. Both cessation support services are offered free of charge to all Idahoans. Additional funding is received from the state cigarette tax which is dispensed through a portion of the state Cancer Control Account. Project Filter receives less than 0.5% of the cigarette tax generated each year for counter-tobacco efforts. In 2007, Project Filter was awarded funds for counter-marketing through the Idaho Millennium Fund grant. A detailed breakout of the budget is below.

Current Budget July 1, 2006 – June 30, 2007					
Category	State	Other	Federal		Total
	Cancer Control Account (CCA)	Millennium Funds	CDC Grant	QuitLine Supplemental	
Personnel	\$0	\$0	\$208,830	\$0	\$208,830
Fringe	\$0	\$0	\$85,870	\$0	\$85,870
Travel	\$3,795	\$0	\$14,739	\$0	\$18,534
Equipment	\$0	\$0	\$0	\$0	\$ 0
Supplies	\$5,000	\$0	\$1,250	\$0	\$6,250
Contracts	\$186,728	\$300,000	\$651,203	\$265,000	\$1,402,931
Consultants	\$0	\$0	\$0	\$0	\$ 0
Other	\$34,477	\$0	\$0	\$0	\$34,477
Indirect	\$0	\$0	\$42,436	\$0	\$42,436
Totals	\$230,000	\$300,000	\$1,004,328	\$265,000	\$1,799,328

B. Purpose of Request: Goals and Outcomes

Death, disease and disability from tobacco continue to be one of the leading causes of death and disability in Idaho each year. According to CDC Data Highlights 2006, it is estimated that 1,500 Idahoans will die from a tobacco related disease each year, an average of four people per day. The burden to the State is an annual health care cost of \$319 million dollars, \$83 million of which is covered by the state Medicaid program, and \$332 million dollars in lost productivity due to missed time at work. The average Idaho household will pay \$549 per household in state and federal taxes to cover the burden from smoking-caused government expenditures.

According to the 2005 BRFSS approximately 59% of adult smokers aged 18-65 made at least one quit attempt. Given the high number of smokers attempting to quit each year and the number of smokers lost to death and disability, the tobacco industry is constantly replacing lost patrons with new product consumers. The U.S. Federal Trade Commission (FTC) Cigarette Report for 2003 shows, in Idaho alone, the tobacco industry is spending \$180,274 per day (\$65.8 million dollars per year) advertising their products. The tobacco industry must recruit new users to cover the loss in projected revenues due to the number of patrons they lose each year. Unfortunately, the tobacco industry is highly successful in their marketing strategies as evidenced by the 1,500 kids in Idaho under the age of 18 that become new smokers each year. In an attempt to curb the growing medical costs and burden on Idaho, strategies must be incorporated that deglamorize tobacco use, reduce the early initiation of tobacco use, reduce exposure to second-hand smoke, promote cessation and create and support environments where being tobacco-free is the norm.

Project Filter has identified the following short-term goals which it aims to accomplish with Millennium Fund financial support:

1. Expand marketing outreach efforts from 4 to 5 months to 12 months per year in order to increase QuitNet and QuitLine volume.
2. Decrease the proportion of youth who try their first cigarette before the age of 13.
3. Increase public support for smoke-free outdoor public activities such as county and community fairs, sporting events, rodeos, motor sports, etc.
4. Increase the proportion of Idaho households that voluntarily prohibit smoking inside of the dwelling.
5. Increase the proportion of Idaho adults who have been exposed to Project Filter media and marketing messages.
6. Increase public understanding of the burden that environmental tobacco smoke places on persons with asthma or other chronic respiratory diseases and conditions.

Project Filter is requesting financial support in order to conduct media and marketing activities which are designed to accomplish the following long-term objectives:

1. Decrease the proportion of non-smoking youth and adults who are exposed to environmental tobacco smoke.
2. Increase the proportion of Idahoans who are able to quit smoking (i.e. increase the proportion of former smokers through cessation).
3. Decrease the proportion of youths and adults who become smokers.

The Millennium Fund grant would allow the Idaho Tobacco Prevention and Control Program, Project Filter, to follow CDC's best practices by engaging in a fully comprehensive tobacco-control program.

C. Organizational Capacity

The goals and objectives outlined below in Project Filter's application relate directly to the Idaho Department of Health and Welfare's Mission Statement "to promote and protect the health and safety of Idahoans" with the goal of improving the health status of Idahoans. The Bureau of Community and Environmental Health, which houses Project Filter, has incorporated the Department's mission statement and expanded within their vision statement: "the Bureau of Community and Environmental Health exists to promote and protect the health of the people of Idaho by providing leadership, education and outreach programs, and technical assistance and analysis in order to prevent injuries, change risk behaviors, prevent and control chronic disease, and prevent and reduce exposure to contaminants." Both the Department and Bureau require programs to incorporate these statements into their program deliverables.

Project Filter has been working on counter-marketing programs since 1999 and has enjoyed success in this area of comprehensive tobacco control. Project Filter has received several awards for creativity in local media campaigns, been recognized for public health communication and presented on several social marketing programs at the local, state, regional and national level. Project Filter is recognized for developing, promoting, implementing and evaluating best practices-based counter-marketing media and public relations campaigns.

Project Filter works in collaboration with statewide, regional and national partners through a variety of networks established and supported by the CDC Office on Smoking or Health (CDC OSH). Project Filter participates on monthly media calls sponsored by CDC OSH that highlight best practices and success in the field. Project Filter also works with regional partners through the Tobacco Control Network (TCN) and Buck Tobacco organizations. The focus of these calls is to share success stories and to discuss areas where programs can cross collaborate.

Project Filter, through CDC funds, employs a marketing strategist to coordinate and oversee all activities related to counter-marketing efforts. The efforts are supported by a Program Manager, Surveillance and Evaluation Specialist, Program Specialist, Health Education Specialist and Administrative Assistant. The support staff plays a key role in setting budgets, developing and implementing evaluation plans, assisting in the development of key media messages, assisting in the delivery of public relations campaigns and ensuring that all bills are properly submitted and paid on time.

During the development of counter-marketing messages and support materials for public relations campaigns, Project Filter works with the target population to focus group test and field test all materials prior to release. Project Filter also convenes ad hoc media advisory groups for Hispanic, LGBT and Native American populations to assist with the identification and initial planning of new program counter-marketing and public relations campaigns.

D. Process

With oversight of the Media/Marketing strategist, Project Filter holds contracts with both a television/radio media firm, ESDrake, and a public relations/marketing firm, PBZ. The Media/Marketing strategist communicates with both firms on a weekly basis to ensure that projects are on target and timely. Product field tests and focus groups involving priority populations will ensure that strategies are appropriately targeted. When applicable, existing partners and contractors representing the target demographic will be involved in the development and implementation of strategies. The draft plan and timetables for FY2008 Millennium Fund Grant are as follows:

Cessation			
<u>General Public</u> - Offer a consistent and easy to access site for smoking cessation education and "don't start" information and to promote Project Filter			
Counter-Marketing Task	Goal	Evaluation	Time Line FY2008
Project Filter Web Page– with links to IDHW & other tobacco-related sites. Add Idaho fact sheet & testimonials. May be a venue for surveys.	More information and links easily available to our priority populations.	Number of hits on jump page.	Jan. – Dec.
<u>Blue Collar/Low SES</u> – Link to the national campaign " <i>Be A Quitter</i> ", raising awareness of the benefits of cessation and promoting free cessation services			

Cessation			
Counter-Marketing Task	Goal	Evaluation	Time Line FY2008
Creative development and placement of billboards and banner ads.	Awareness and education. QuitNet/QuitLine is primary call to action.	QuitNet/QuitLine monthly figures	March – Dec.
Partner with American Cancer Society to participate in their Gold Standard in the Workplace program.	Awareness and education. QuitNet/QuitLine is call to action.	QuitNet/QuitLine monthly figures	June – Sept.
<u>Participants of existing cessation classes statewide - Enhancement of current cessation curricula</u>			
Counter-Marketing Task	Goal	Evaluation	Time Line FY2008
Quit and Get Fit program.	Offer a comprehensive approach to cessation by including nutrition and physical activity components.	Surveys to attendees and facilitators.	Jan. – Dec.
<u>Tobacco Users 18-45 - Increase QuitNet/QuitLine registrants</u>			
Counter-Marketing Task	Goal	Evaluation	Time Line FY2008
Create two QuitNet/QuitLine TV commercials.	Reduce the number of tobacco users in Idaho.	Number of registrants to QuitNet/QuitLine and formal telephone survey at end of campaign	Production: Feb. – March Airing: Nov. – Dec.
<u>Native American smokers, youth & adult - Efforts will promote cessation resources through quit kits to be distributed at Great American Smoke-Out (GASO) events promoted by Tribes in Idaho.</u>			
Counter-Marketing Task	Goal	Evaluation	Time Line FY2008
Development of QuitNet/QuitLine items for quit kits	Building and supporting community resources for behavior change	Number of GASO pledges received. Number of kits handed out. Number of referrals to QuitNet/QuitLine from these areas.	Preparation: Oct. GASO: Nov.
<u>LGBT – Develop and promote population specific cessation resources based on successful national campaigns or strategies from other states.</u>			
Counter-Marketing Task	Goal	Evaluation	Time Line FY2008
<i>Gay American Smoke-Out</i> – Patterned on American Cancer Society’s one day campaign, Great American Smoke-Out. Includes development of audience specific quit kits.	By June 30, 2008, explore and evaluate successful cessation programs that are specific to populations with a high smoking rate.	Number of pledges and quit kits distributed. QuitNet/QuitLine monitoring.	Nov.
Last Drag – LGBT specific cessation class based on the Last Drag from California	By June 30, 2008, explore and evaluate successful cessation programs that are specific to LGBT populations with a high smoking rate.	Class enrollment and completion. Follow-up status reports.	Jan. – Dec. As needed for technical assistance.

Initiation			
<u>Native American and Latino Youth</u> - Both populations have active youth coalitions that drive community prevention/education strategies and activities. This would provide visibly consistent messaging linking to our other statewide efforts as well as counter the tobacco industry's marketing efforts that include promotional gear and giveaways. Sports-oriented giveaways can be tied to the <i>Youth Sports Team Handbook</i> .			
Counter-Marketing Task	Goal	Evaluation	Time Line FY2008
Youth (teen) Project Filter oriented gear and giveaways	Social norming - By June 30, 2008, reduce the proportion of young people grades 9-12 who have reported using any tobacco in the last 30 days from 18% to 14%.	The gear can be tied into smoke-free pledges or educational classes. Gear could be tied to this type of documented pledge.	Jan. – Dec. As needed to support activities.
<u>Youth and Young Adults</u> – Efforts will counter the tobacco industry's heavy marketing to this population.			
Counter-Marketing Task	Goal	Evaluation	Time Line FY2008
Create two TV commercials focusing on a “don’t start” using tobacco message.	Reduce the number of 18 – 24-year-olds that start smoking.	Formal telephone survey at end of campaign.	Production: Feb. – March Airing: April – Dec.

Secondhand Smoke			
<u>Tobacco Users 18 to 45</u> – Educate tobacco users on the importance of smoking outside.			
Counter-Marketing Task	Goal	Evaluation	Time Line FY2008
Create two TV commercials with the call to action to call CareLine 211 for more information.	Reduce exposure to secondhand smoke.	Number of calls to CareLine and formal telephone survey at end of campaign.	Production: Feb. - March Airing: March - July

Social Norming			
<u>Blue Collar/Low SES</u> <i>Sponsorship and Social Norming:</i> Efforts will focus on developing a smoke-free social norm at events where smoking is prevalent and tobacco sponsorship is typical. This will be accomplished through a visible, repetitive presence at events and sponsorship of event personalities that will connect with the priority population. Onsite outreach will include resources for cessation and education on the impact of secondhand smoke.			
Counter-Marketing Task	Goal	Evaluation	Time Line FY2008
Sponsorship of SmokeFree 83 Late Model Lite/Pro4 racing car and driver	Educational outreach Increased use of QuitNet/QuitLine numbers Social norming	QuitNet/QuitLine reports. Health district reports. On-site surveys.	<i>March – June</i> Public relations <i>June – Aug</i> Meridian Raceway sponsorship events.
Sponsorship of Grand American racing car (expansion recommended by CDC for maximum visibility)	Educational outreach Increased use of QuitNet/QuitLine numbers Social norming	QuitNet/QuitLine reports. Health district reports. On-site surveys.	June – Aug. Meridian Raceway sponsorship events.
Sponsorship of Wiley Peterson, Professional Bull Rider	Educational outreach Increased use of QuitNet/QuitLine numbers Social norming	QuitNet/QuitLine reports. Health district reports. On-site surveys.	March – June public relations June – Aug. rodeo circuit.
Sponsor in-state rodeo event	Educational outreach Increased use of QuitNet/QuitLine numbers Social norming	Same	June – Aug.
	Program promotion and	Same	Jan. – Dec.

Social Norming			
Development of rodeo specific promotional items	awareness		
Sponsorship of in-state rider in 8-24 year old category (Rider to be determined)	Educational outreach Increased use of QuitNet/QuitLine numbers Social norming	Same	June – Aug.
General Population – Promote QuitNet/QuitLine and high profile promotion/social norming.			
Counter-Marketing Task	Goal	Evaluation	Time Line FY2008
“No Smoking” Family Day at the Western Idaho Fair Negotiate an additional day of no smoking.	Social norm change (start a norm that outdoor events should be smoke free)	On-site surveys	Preparation: March Fair: Aug.
“No Smoking Family Day” at Caldwell and Pocatello fairs.	Social norm change (start a norm that outdoor events should be smoke free)	On-site surveys	Preparation: March Fairs: Aug. & Sept.
Attempt to secure a smokefree venue at <i>Pebble Creek Wildflower Concert</i> near Pocatello	Social norm change (start a norm that outdoor events should be smoke free)	On-site surveys	Preparation: March Event: June
Attempt to secure a smokefree venue at <i>Jazz in the Canyon</i> in Twin Falls	Social norm change (start a norm that outdoor events should be smoke free)	On-site surveys	Preparation: March Event: June
LGBT – Efforts will counter the tobacco industry’s heavy marketing to this population. Counter-marketing messages will promote the prevalence of smoking in this population, promote free confidential cessation resources and address social norms regarding tobacco use through a visible presence in LGBT venues and places with prevalent smoking.			
Counter-Marketing Task	Goal	Evaluation	Time Line FY2008
Print monthly articles focusing on smoking rates, tobacco industry targeting of LGBT and quitting.	Community Awareness/Resource Education	Number of articles printed. QuitNet/QuitLine monitoring.	Jan. – Dec.
Presence (booth, etc) at PRIDE and other community events, eventually leading to smoke-free community events.	Lowered smoking rate for LGBT in Idaho. Baseline: 33% Lesbian, 37.7% Gay, 37.7% Transgender (LGBT Health Assessment Survey 2004)	Include survey at booth/events with questions about current tobacco use, support for cigarette taxes and smoke-free events, hits to QuitNet/QuitLine	March - May
Sponsorship of events (Idaho Gay Rodeo Show, Women’s Night, The Community Center, Gem Court)	Social norming/Increased Referrals – By June 30, 2008	Survey at event(s) QuitNet/QuitLine monitoring.	Jan. – Dec. As needed for assistance and coordination efforts.

E. Evaluation Plan

Project Filter will conduct a thorough evaluation of all media and counter-marketing activities that are supported with Millennium Funding. Past evaluation efforts have already been used for program planning and implementation. Future evaluation activities will be designed to provide guidance for program planning and evidence of program effectiveness.

There are three primary questions related to Project Filter's goal areas that we expect to answer through our evaluation activities:

1. Are Project Filter marketing efforts increasing the number of registrants/callers to QuitNet and QuitLine? If so, which specific marketing activities most effectively encourage QuitNet and/or QuitLine participation?
2. Do Project Filter media and marketing efforts encourage and support non-smokers from starting smoking and former smokers to continue to abstain from smoking?
3. Do Project Filter media and marketing efforts increase public understanding and support for smoke-free events and venues?

Evaluation of all Project Filter media and marketing activities will be conducted by an experienced independent evaluation contractor in order to eliminate any conflict of interest arising from evaluating our own efforts in-house. The evaluation contractor will be required to utilize multiple methods/strategies including but not limited to population-based surveys, existing public-health records, and previously collected survey data (Idaho Behavioral Risk Factor Surveillance System, Idaho Youth Risk Behavior Survey, Current Population Survey, etc.). It is anticipated that several Project Filter partners and stakeholders will be involved with evaluation planning, results dissemination, and program planning which utilizes the media and marketing evaluation results. Previous Project Filter evaluation results have been used by the program and their stakeholders for program improvement, requests for program funding, and educational efforts throughout the state.

The primary evaluation survey will collect information from community members in Idaho's three media markets who were targeted by Project Filter's media and marketing activities in order to document their past and current experience with tobacco use, their familiarity with Project Filter, and their exposure to Project Filter media and marketing campaigns. Furthermore, the results of the evaluation will examine Project Filter's success at influencing current smokers, others who have smoked in the past, and those who have successfully avoided smoking altogether. All evaluation results will be disseminated externally through written reports, press releases, and community events. Internally, results will be shared with partners and other stakeholders via reports, data briefs, presentations, and other networking and communication avenues.

F. Sustainability

Project Filter has the financial commitment through our collaborative agreement with CDC to support the structure of a comprehensive counter-marketing media and public relations campaign. This agreement allows us to match federal funds with state funds to enhance state-wide programs. Project Filter is committed to conducting a counter-marketing media and public relations campaign. The scope and breadth of the program is currently tied to the availability of state funds to match federal funds. Project Filter is in the process of working on sustainability funding for a comprehensive program with statewide and national partners.

III. BUDGET

The \$500,000 that Project Filter is requesting from the Idaho Millennium Fund Committee will provide Project Filter with the opportunity to conduct comprehensive counter-marketing media and public relations campaigns across the State of Idaho. Project Filter uses federal funding to pay for all personnel costs associated with this project as well as dedicating an additional \$250,000 for direct program costs based on our projected budget for Fiscal Year 2008. Project Filter is projecting to use an additional \$50,000 from State Cancer Control Account funding to pay for new registrant fees to QuitNet generated by media and public relations campaigns. Millennium Fund money would provide approximately 33% of the overall program budget for fiscal year 2008.

Proposed Project Budget July 1, 2007 – June 30, 2008					
Category	State	Other	Federal		Total
	Cancer Control Account (CCA)	Millennium Funds	CDC Grant	QuitLine Supplemental	
Personnel	\$0	\$0	\$0	\$0	\$ 0
Fringe	\$0	\$0	\$0	\$0	\$ 0
Travel	\$0	\$0	\$0	\$0	\$ 0
Equipment	\$0	\$0	\$0	\$0	\$ 0
Supplies	\$0	\$0	\$0	\$0	\$ 0
Contracts	\$50,000	\$500,000	\$250,000	\$265,000	\$1,065,000
Consultants	\$0	\$0	\$0	\$0	\$ 0
Other	\$0	\$0	\$0	\$0	\$ 0
Indirect	\$0	\$0	\$0	\$0	\$ 0
Totals	\$50,000	\$500,000	\$250,000	\$265,000	\$1,065,000

Project Filter is in the unique position of being able to dedicate all of the funding it receives from the Millennium Fund directly to program services due to our cooperative agreement with CDC. Our cooperative agreement allows us to cover salaries and benefits, indirects, travel costs and meetings expenses associated with running the program under our federal grant in order to maximize the delivery of services and activities.